

4 Primary Business Communications

**King County**

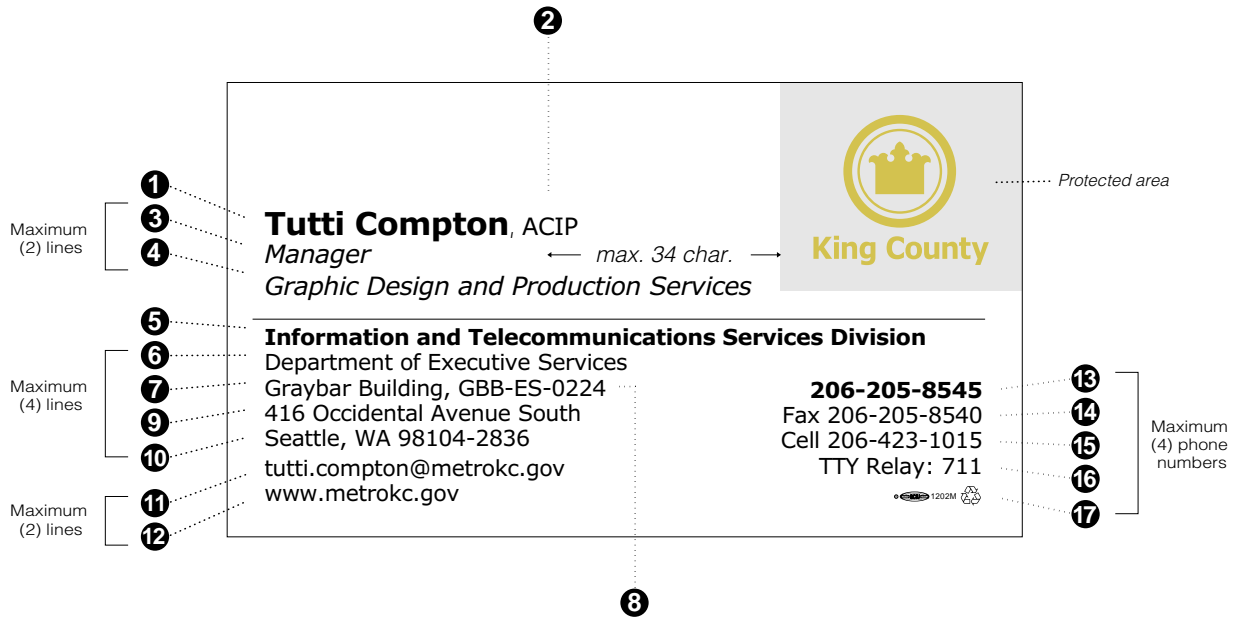
► In January of 2002, the *King County Identity Program* was initiated with the introduction of the revised King County logo and a new style of letterhead, business card, envelope, and notepad.*

- *Business Communications Information Sheets* to assist in ordering and understanding layout and information changes are available to all employees as an Adobe Acrobat PDF file on the King County Graphic Design and Production Services intranet Web site at <http://kcweb.metrokc.gov/des/graphics/>. For additional information, please call 206-205-8550.
- Please be advised of the Executive Ordinance #ACO-8-16 (AEO) requiring all agencies under the Executive Branch to use King County Graphics and Production Services as the *first source* for graphic design, printing projects, photography and video production. Projects that cannot be initiated because of scheduling or technical challenges will be reviewed with the customer and an appropriate outside vendor selected.
- It is recommended that existing letterhead, business cards, envelopes and notepads should be used to depletion before ordering new materials.
- The present system of ordering letterhead, business cards, envelopes and notepads remains the same. Submit information by including new changes on an old piece of letterhead, notepad, etc., along with the standard Print Services Work Order (form ARMS 100-2-U-1).
- Information submitted for these new items must meet the criteria and format requirements as described in the *Information Sheets*.
- Changes that require departure from these standards must first be reviewed by your agency Public Information Officer (PIO) or graphic standards point person. If still unresolved, these issues will then be reviewed by King County Graphic Design and Production Services at 206-205-8550 and, if needed, by the Office of the King County Executive, communications director, 206-296-4063.

*Although the King County Identity program was initiated by the Executive Office and specifically mandated for the executive branch, its longer term vision is for a uniform acceptance by other branches of King County government. At the time of publication other branches, such as the Assessor's Office and the King County Council, have chosen to begin to comply with this uniform identity. Because of this gradual transition countywide, use of secondary logos and other inconsistencies in application of the guidelines may exist on the business communications of these and other branches.

Note: At times, incorrect use of the King County logo will appear within these guidelines, but is done so only for display, illustrative and educational purposes.

Information Hierarchy



Incorrect use of the King County logo will appear within these guidelines, but is done so only for display, illustrative and educational purposes.

1. **Name:** include all hyphens and accent marks. Avoid nicknames and marital titles
2. **Professional Initials** (optional): AIA, PhD, MA, etc., 2 groups maximum, no periods
3. **Job Title:** one line, minimum description (max. 34 characters)
4. **Job Title/Unit** (optional): one line, additional title or section or program (max. 34 characters)
5. **Agency:** one line, the primary agency represented: division, office or program
6. **Department:** one line, the department in which the agency is a unit
7. **Building** (optional): major county business buildings only, building number (if needed)
8. **Mail Stop** (optional): standard county mail stop designations and must appear above physical address
9. **Address** (line 1): street number, street name (spelled out), room number or suite (if needed)
10. **Address** (line 2): city, WA (not spelled out) with ZIP code plus 4-digit extension
11. **E-mail Address:** standard county e-mail designations for individuals or organizations
12. **Main County Web Site Only** (optional): www.metrokc.gov
13. **Primary Phone Number:** area code, phone number
14. **Fax Number:** fax, area code, phone number
15. **Additional Phone Numbers and Other Information:** area code, phone number (may include cell, pager, voice mail, 1-800 etc.) A maximum of (4) phone numbers can be used on front of business cards. Additional phone numbers, web addresses and other types of information can be printed on the reverse side of business cards and the printing will be charged *the price of a two-sided business card*.
16. **TTY Phone Number:** TTY, area code, phone number. TTY numbers must appear when a primary phone number is used. Check with your PIO for correct TTY number or if none is available use: TTY Relay: 711.
17. **GCIU Union and the Recycled Paper Logos:** appear on all business cards

- Note: ►
- Avoid abbreviations, spell out all words except Bldg.
 - Cards with 4 phone numbers may need additional information (mail stops, building name, web site, etc.) placed on the left to provide balance for the phone numbers.
 - No substitutions allowed for color or weight of paper and type font.

Printing on the Reverse Side (Double-sided)

Accessible Format

Roxanne Vierra
King County OCRE
206-263-3453 V
206-263-3453 TTY
roxanne.vierra@metrokc.gov

King County

1/8" setback

Map

Additional Phone Numbers

Administration 206-296-8888
 360-825-7777
 1-800-325-6165 ext 68888
 Fax 206-296-8891
 TTY Relay: 711
 Facility Rental 206-296-8892
 Maintenance 206-296-8893
 Manager 206-296-8890
 After Hours Emergency 206-296-8100
 Other Emergencies 911
 E-mail available on web site
 Web site www.metrokc.gov/parks/fair
 Office Hours 8:00 am - 5:00 pm Mon.- Fri.
 Closed weekends and holidays

Bilingual Cards

喬治 罗觉
业务关系和经济发展处长

King County

景都执行委员 Ron Sims 办公室
 景都法院大楼
 516 Third Avenue, Room 550
 Seattle, WA 98104-3271
 george.northcroft@metrokc.gov
 www.metrokc.gov

206-296-4068
 电传 206-205-0719
 TTY Relay: 711

Printing on the Reverse Side

Certain agencies may require additional information beyond what is permitted on the front side of the card. Items such as maps, accessible formats, additional phone numbers, bilingual cards, lists, etc., may be printed on the reverse side of the card, as shown in the examples above.

Graphic items, such as maps incorporating light screens and fine lines, need to be increased in strength and boldness to reproduce well on photocopy equipment.

Note: Printing on the reverse side of business cards will be charged the rate of a double-sided business card.

Slogans and Exempted Logos

Slogans

12pt | 144pt (2") max

12pt
Palatino
8L It


Clean Water – A Sound Investment


Anna Smith, ACIP
Engineer
Construction Management Unit

Water and Land Resources Division
Department of Natural Resources
King Street Center, KSC-TR-0224
201 South Jackson Street, Room 234
Seattle, WA 98104-3856
anna.smith@metrokc.gov
www.metrokc.gov

King County

206-296-6575
Fax 206-296-0565
Cell 206-423-1015
TTY Relay: 711





Officially Exempted Logos
(executive branch only)**No Additional Logos**

Anna Smith
Engineer
Construction Management Unit

Metro Transit Division
Department of Transportation
King Street Center, KSC-TR-0224
201 South Jackson Street, Room 234
Seattle, WA 98104-3856
anna.smith@metrokc.gov
www.metrokc.gov

Stephanie Weber
Project Program Manager
Planning Section

King County International Airport/Boeing Field
Department of Transportation

Public Health
Seattle & King County
HEALTHY PEOPLE. HEALTHY COMMUNITIES.

James Apa, Communications Manager
Office of the Director
999 3rd Avenue, Suite 1200 · Seattle, WA 98104
T 206-205-5442 F 206-296-0166
james.apa@metrokc.gov
www.metrokc.gov/health

King County METRO

Metro Transit Division

King County International Airport Boeing Field

King County International Airport/Boeing Field

Public Health – Seattle & King County

7457
0190
1015
711

Anna Smith, ACIP
Engineer
Construction Management Unit

Roads Services Division
Department of Transportation
King Street Center, KSC-TR-0224
201 South Jackson Street, Room 234
Seattle, WA 98104-3856
anna.smith@metrokc.gov
www.metrokc.gov

206-296-6575
Fax 206-296-0565
Cell 206-423-1015
TTY Relay: 711



Slogans

Department, division or program slogans or tag lines are allowed as long as they are formatted properly. Slogans should be one line of 8 pt. Palatino font, light italic type, not to exceed 2" in length and printed in 100% black. The use of a slogan shall not overpower, compete with or intrude into the clear zone around the King County logo and other information displayed on the card.

Exempted Logos

Metro Transit Division, King County International Airport/ Boeing Field both use officially exempted logos to replace the King County logo and the parameters for the text remain the same as those used on all standard county business cards.

The Public Health – Seattle & King County agency uses a different layout and type font for business cards. Please refer to this agency's respective guidelines section for more information.


Business Card Examples



Rachel Dolly Tyndall
Engineer
Neighborhood Enhancement & Pedestrian Safety

Road Services Division
Department of Transportation
KSC-TR-0222
201 South Jackson Street
Seattle, WA 98104-3856
rachel.tyndall@metrokc.gov



206-263-6129
Fax 206-296-0176
TTY 206-296-1015

Silvette Lee
Human Resources Senior Analyst

Department of Community and Human Services
KSC-NR-0701
821 Second Avenue, Suite 701
Seattle, WA 98104-1598
silvette.lee@metrokc.gov


206-296-4488
Fax 206-296-8352
TTY 206-423-1015

Anna Smith
Engineer
Construction Management Unit

Metro Transit Division
Department of Transportation
King Street Center, KSC-TR-0224
201 South Jackson Street, Room 234
Seattle, WA 98104-3856
anna.smith@metrokc.gov
www.metrokc.gov

206-296-6575
Fax 206-296-0565
Cell 206-423-1015
TTY Relay: 711





Paul Tanaka
Director

Department of Executive Services
King County Courthouse
KCC-ES-0224
515 Third Avenue, Room 404
Seattle, WA 98104-2304
paul.tanaka@metrokc.gov

206-296-0628
Fax 206-296-0565
TTY 206-296-7549





...fly quietly and avoid residential areas



Robert I. Burke, AAE
Airport Director

King County International Airport/Boeing Field
ACF-TR-0100
7233 Perimeter Road South
P.O. Box 80245
Seattle, WA 98108-3812
robert.burke@metrokc.gov
www.metrokc.gov



206-296-7430
Fax 206-296-0190
TTY 206-296-0100

Terry Denend
Assistant Manager

Records, Elections and Licensing Services
Department of Executive Services
ADM-ES-0100
500 Fifth Avenue, Room 534
Seattle, WA 98104-2332
terry.denend@metrokc.gov


206-296-7077
Fax 206-296-7002
TTY 206-296-7217

Carolyn Duncan
*Community Relations
Director's Office*

Department of Natural Resources and Parks
King Street Center
KSC-TR-0224
201 South Jackson Street, Room 234
Seattle, WA 98104-3855
carolyn.duncan@metrokc.gov
www.metrokc.gov

206-296-8304
Fax 206-296-0565
Cell 206-423-1015
TTY 206-423-1015




John Klopenstein
Deputy Fire Marshal

Fire Marshal's Office
Department of Development and Environmental Services
OAK-DE-0100
900 Oakesdale Avenue Southwest
Renton, WA 98055-1219
john.klopenstein@metrokc.gov

206-296-7077
Fax 206-296-7002
Pager 206-991-4536
TTY 206-296-7217



Note: Other branches of King County government such as the Assessor's Office and King County Council staff, also use this basic business card layout with minor modifications.

Standard Letterhead Format

The diagram illustrates the standard letterhead format with the following dimensions and layout:

- Top Margins:**
 - Left: (1/2") 36pt
 - Right: (1-1/8") 81pt
- Logo:** 15/16" Stacked logo, PMS 110
- Text Content:**

King County
Wastewater Treatment Division
 Department of Natural Resources and Parks
 King Street Center
 201 South Jackson Street
 Seattle, WA 98104-3855
206-296-0628 Fax 206-296-0190
 TTY Relay: 711
www.metrokc.gov

October 10, 2001

Mr. Frank Smith
 6 Juniper Lane
 Columbia, WA 98209

Dear Mr. Smith

Thank you for your letter of January 19, 2000 informing me that business is being conducted in a residential property at 1234 Anyplace Street, Anytown, Washington.

The Department of Developmental and Environmental Service has researched your complaint and found that the property in question is located within Anytown city limits. Therefore, the City of Anytown's land use laws govern the disposition of this property. King County government has no jurisdiction in this matter.

I have taken the liberty of forwarding a copy of your letter to name, title, address, phone number so he/she may have the opportunity to respond to you directly. I encourage you to contact Mr./Mrs. J Smith

Thank you again for writing. If I can provide additional assistance or information, please do not hesitate to contact me again.

Sincerely,

xxxxxxx
 King County Executive

RX:xx
- Bottom Margins:**
 - Left: 18pt
 - Right: 30pt
- Memo Format:** (same as letterhead except logo in black)

Type: See type specifications.

Paper: 8.5" x 11" Atlas Bond, Sub. 24, recycled bright white, 25% cotton, light cockle finish.

Ink: Black, PMS 110 (logo).

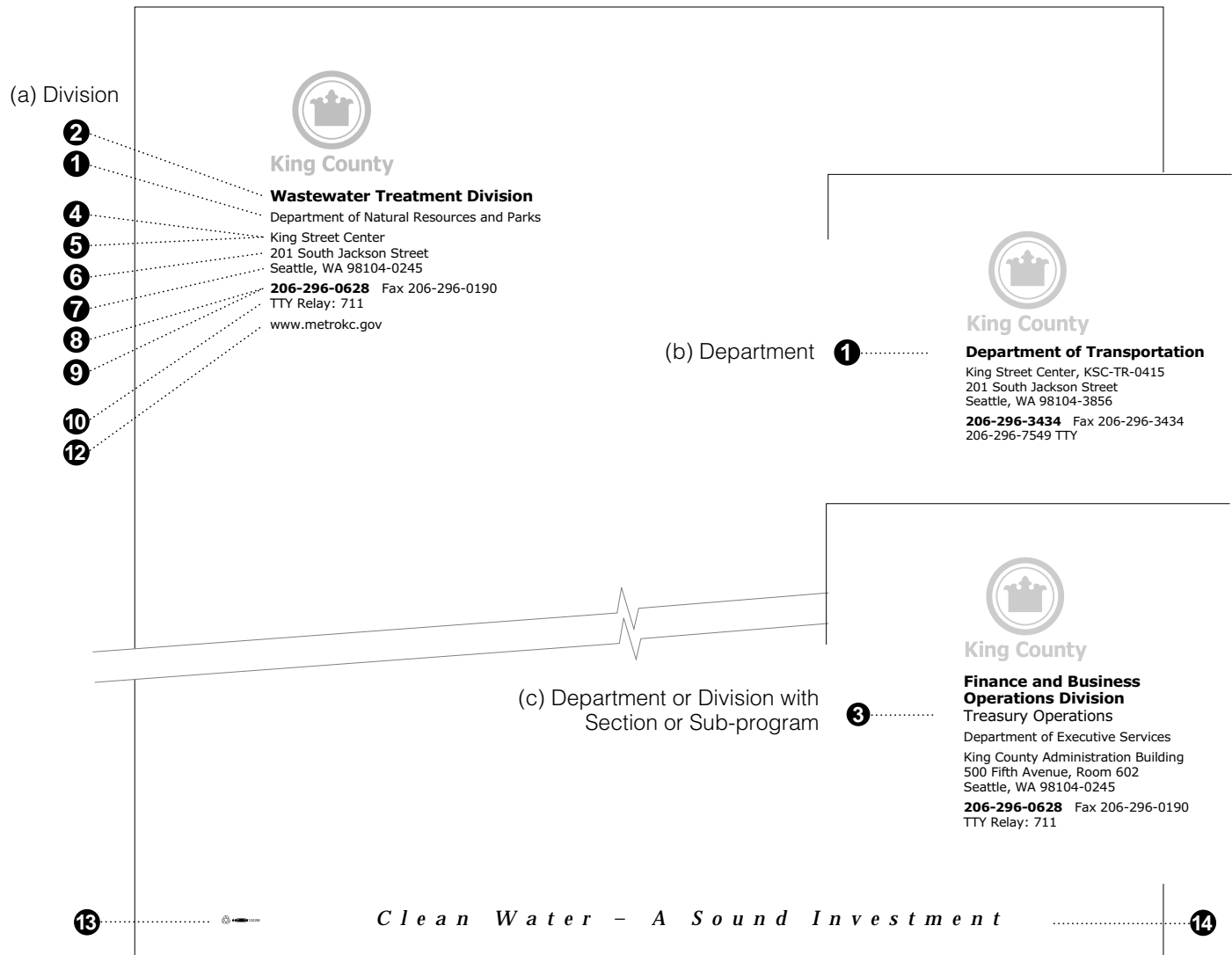
Printing: 8.5" x 11" sheets are printed offset in quantity with King County Logo in PMS 110. Information areas are printed offset in black on an as-needed basis.

Use: Letterhead and memo are initiated by agency office managers.

Recycled Paper and the GCIU Union logos: These logos must appear on all letterhead as indicated.



Address Block Information



1. **Department:** primary agency
2. **Division:** sub-level of a department
3. **Section or Program:** sub-level of a division
4. **Building:** (optional) major county business buildings
5. **Mail Stop:** (optional) standard county mail stop designations
6. **Address:** (Line 1): building number, street name (spelled out), room number or suite (if needed)
7. **Address:** (Line 2): city, WA (not spelled out) with ZIP code plus 4 digit extension
8. **Main Phone Number:** area code, phone number
9. **Fax Number:** Fax, area code, phone number
10. **TTY Phone Number:** area code, phone number or TTY Relay: 711^{1a}
11. **Additional Phone Numbers:** area code, phone number, letter designation of system
12. **Main King County Web Site:** www.metrokc.gov (optional)
13. **Recycled Paper and GCIU Union Logo:** appears on all letterhead
14. **Slogan:** (optional) one or two lines printed in black, not to exceed five inches wide

Note: ►

- Avoid abbreviations, spell out all words
- A maximum of four phone numbers can be used.

- 1a. TTY numbers must appear when a main phone number is used. Check with your PIO for correct number or if none is available use: TTY Relay: 711

Exempted Logos with Address Block Information

Please refer to this agency's respective guidelines section.



Follows standard address block information



Division name not included



King County International Airport Boeing Field

Department of Transportation
AIR-TR-0100
7233 Perimeter Road South
P.O. Box 80245
Seattle, WA 98108-0245
206-296-0628 Fax 206-296-0190
TTY Relay: 711
www.metrokc.gov

Environmental Health Services Division
999 3rd Avenue, Suite 700 - Seattle, WA 98104-4039
T 206-205-4394 F 206-296-0189 TTY Relay: 711
www.metrokc.gov/health

Exempted Logos

The letterhead of Metro Transit Division and King County International Airport/ Boeing Field both use officially exempted logos to replace the King County logo.

The Public Health – Seattle & King County letterhead has an entirely different layout, type font and placement of the King County logo. Please refer to this agency's respective guidelines section for more information.

Metro Transit Division's letterhead follows the same address block parameters as does standard King County letterhead.

The letterhead for the King County International Airport/ Boeing Field *drops the division name*, otherwise the address block parameters are the same as standard King County letterhead.
(See above illustrations)

Letterhead Samples

**King County****Human Services Division**

Department of
Community and Human Services

EXC-CS-7233
821 Second Avenue, Suite 400
Seattle, WA 98104

206-296-0628 Fax 206-296-0190
TTY Relay: 711
www.metrokc.gov

**King County****Department of
Development and
Environmental Services**

900 Oakesdale Avenue Southwest
Renton, WA 98055-1219

**King County****Fire Marshal's Office**

Department of
Development and Environmental Services

900 Oakesdale Avenue Southwest
Renton, WA 98055-1219

**King County****Information and
Telecommunications
Services Division**

Department of Executive Services

Key Tower, KEY-ES-2400
700 Fifth Avenue, Suite 2300
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY 206-296-7549
www.metrokc.gov

**King County****Finance and Business
Operations Division
Treasury Operations**

Department of Executive Services

King County Administration Building
500 Fifth Avenue, Room 602
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY Relay: 711

**King County****Wastewater Treatment Division
Denny Way CSO Control Project**

Department of
Natural Resources and Parks

King County Administration Building
500 Fifth Avenue, Room 602
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY 206-296-7549

**King County****Department of
Executive Services**

King County Courthouse
515 Fourth Avenue, Room 404
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY 206-296-7549
www.metrokc.gov

**King County****Parks and Recreation Division**

Department of
Natural Resources and Parks

King County Administration Building
500 Fifth Avenue, Room 602
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY Relay: 711

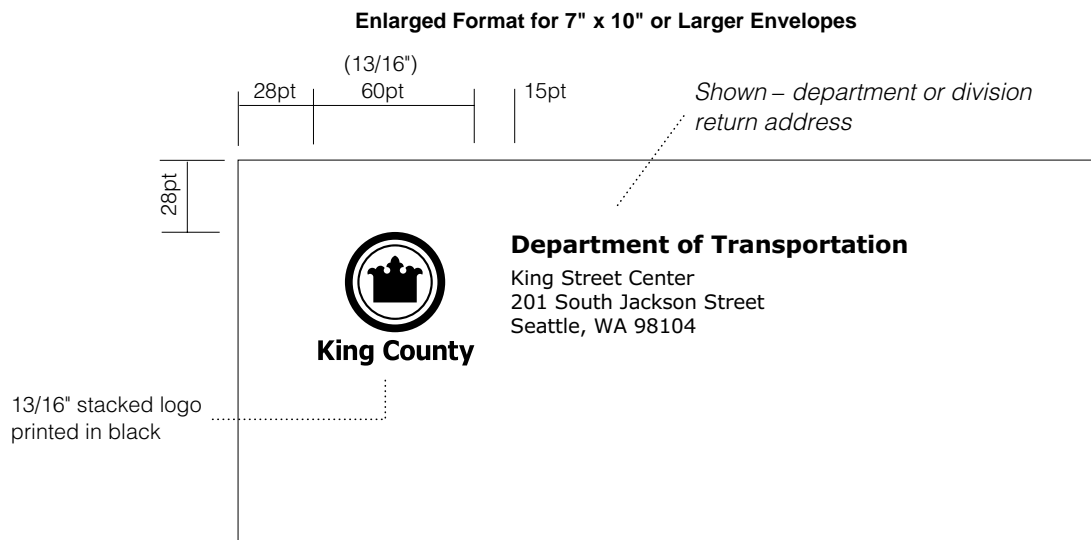
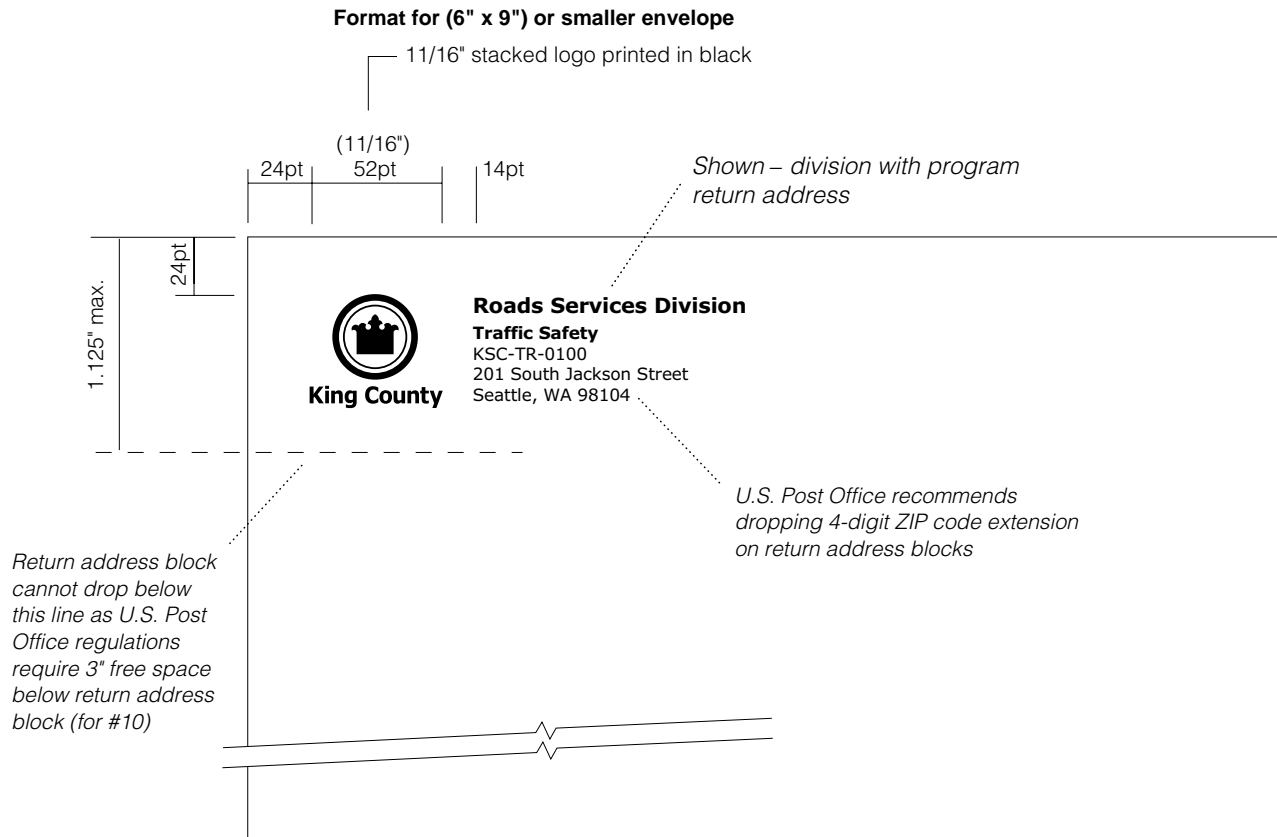
**King County****Road Services Division
Traffic Safety**

Department of Transportation

King Street Center, KSC-TR-0224
201 South Jackson Street
Seattle, WA 98104-3856

206-296-0628 Fax 206-296-0190
TTY Relay: 711

Standard Envelope Format (all sizes)

**General Specifications**

Type: See type specifications.

Paper: Typical for #10 and most business correspondence; Sub 24, white, recycled. Size and color may vary with purpose.

Ink: The King County logo and the return address block are printed in black. A second color may be used for additional artwork on envelope when required.

Printing: Standard envelopes are printed offset.

Use: Envelope use and data initiated by agency office managers.

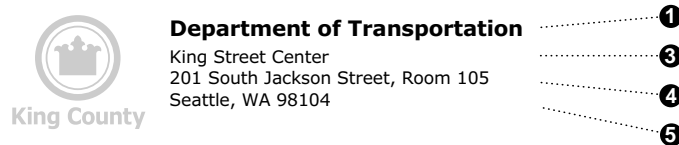
GCIU Union and Recycled Paper Logos: Not required.

Information Hierarchy

Department or Division with Sub Agency



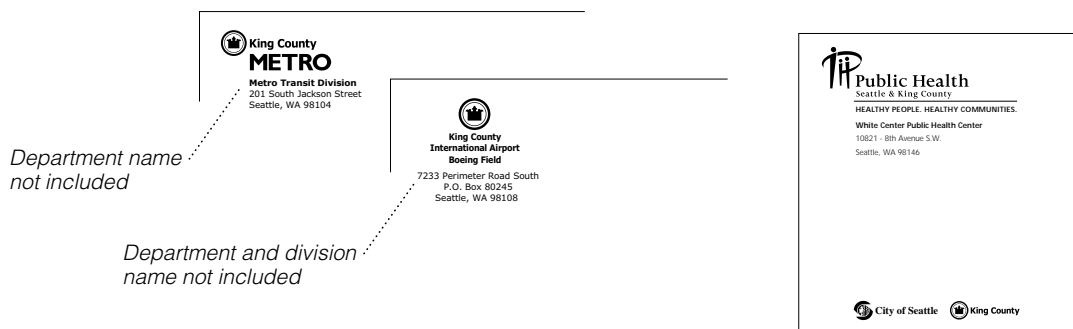
Department or Division Only



1. **Agency:** one line, the primary agency represented: division, office or program
2. **Sub-Agency:** program, section, etc., initiating correspondence
3. **Building (optional):** major county business buildings only, building number (if needed)
4. **Mail Stop (optional):** standard county mail stop designations and appears above physical address
5. **Address (line 1):** building number, street name (spelled out), room number or suite (if needed)
6. **Address (line 2):** city, WA (not spelled out) with ZIP code (Post Office prefers no 4-digit ZIP extension on return addresses)

- Note: ►
- Avoid abbreviations, spell out all words.
 - King County logo and return address block enlarged to 115% for envelopes 7"x10" or larger.
 - Return address blocks are always printed in black. Additional information or instructions may require a second color, such as red, if necessary.

Envelope Format for Exempted Logos



Exempted Logos

Metro Transit Division, King County International Airport/ Boeing Field both use officially exempted logos to replace the King County logo. However, the parameters for the text are slightly different than those used on standard county envelopes. (See above illustrations)

The Public Health – Seattle & King County agency has an entirely different design and type font for envelopes. Please refer to their respective guidelines section for more information.

Envelope Samples



Road Services Division
Traffic Safety
KSC-TR-0100
201 South Jackson Street, Room 817
Seattle, WA 98104



**Department of
Executive Services**
**Information and
Telecommunication Services Division**
700 Fifth Avenue, Suite 2300
Seattle, WA 98104



**Records, Elections
and Licensing Services Division**
Recorders Office
500 Fifth Avenue, Room 302
Seattle, WA 98104



**Department of
Executive Services**
CRH-ES-0100
515 Fourth Avenue, Room 404
Seattle, WA 98104



**Department of
Development and
Environmental Services**
Fire Marshal's Office
900 Oakesdale Avenue Southwest
Renton, WA 98055



**Department of
Natural Resources and Parks**
Wastewater Treatment Division
King Street Center
201 South Jackson Street, Room 610
Seattle, WA 98104



**Finance and
Business Operations Division**
Treasury Operations
700 Fifth Avenue, Suite 2300
Seattle, WA 98104



**Department of
Natural Resources and Parks**
King Street Center
201 South Jackson Street, Suite 700
Seattle, WA 98104



**Department of
Natural Resources and Parks**
Parks and Recreation Division
201 South Jackson Street, Room 610
Seattle, WA 98104

Large Format for 7" x 10" or Larger Envelopes



**Finance and Business
Operations Division**
Benefits and Retirement Operations
King Street Center
201 South Jackson Street
Seattle, WA 98104



**Department of
Development and
Environmental Services**
900 Oakesdale Avenue Southwest
Renton, WA 98055

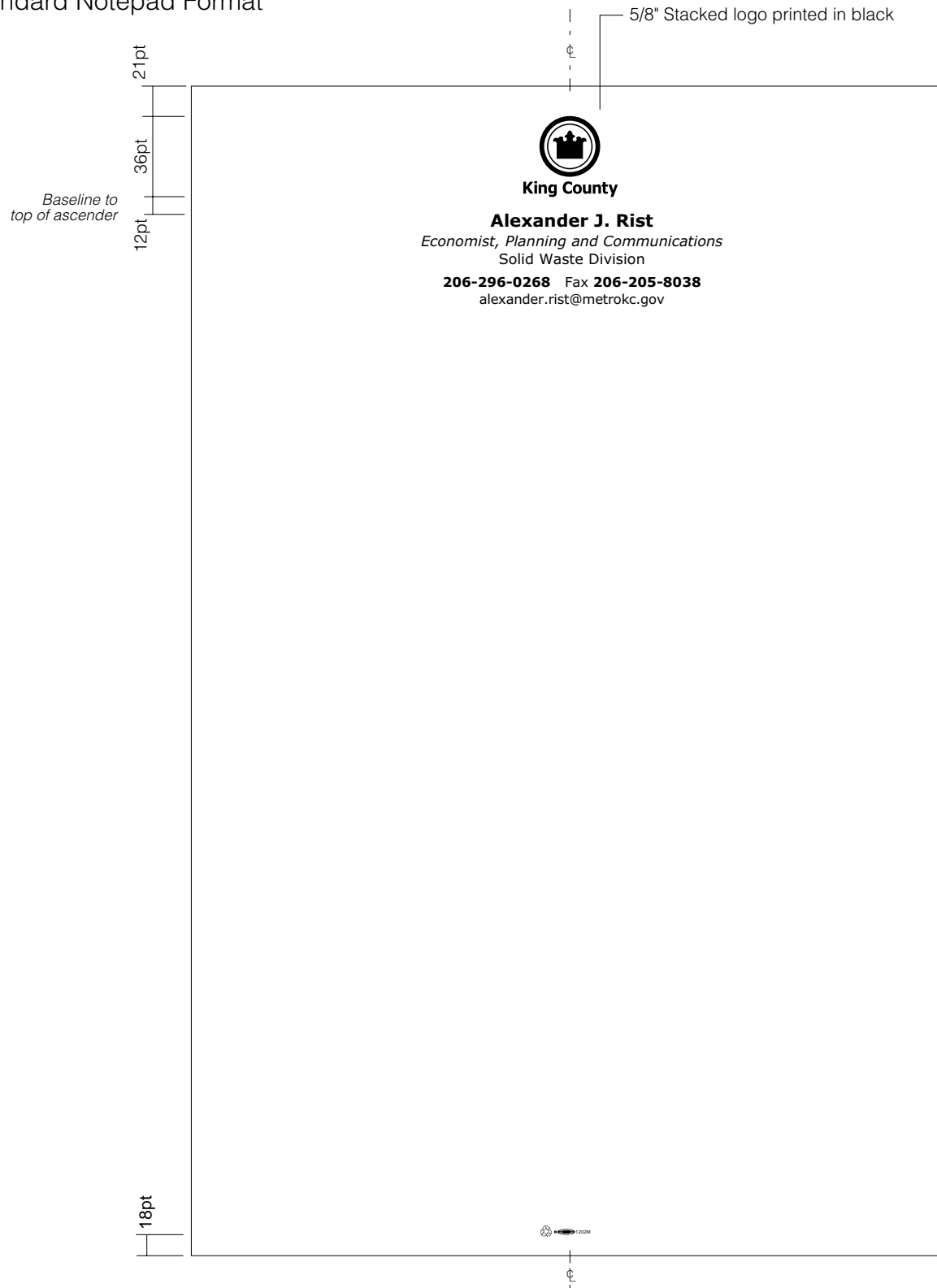


Wastewater Treatment Division
King Street Center
201 South Jackson Street
Seattle, WA 98104



**Wastewater
Treatment Division**
Denny Way CSO Control Project
201 South Jackson Street, Room 400
Seattle, WA 98104

Standard Notepad Format

**Specifications**

Type: See type specifications

Paper: 5.5" x 8.5" Worx, 20# Bond, Creme, recycled

Ink: Black, all job classifications

Printing: 2-up from 8.5" x 11" parent sheet, printed offset or photocopied.

Use: This notepad layout supersedes all other previous layouts and is used by all job classifications. Custom or special order notepads not permitted.

Recycled Paper and Union Logos: The Recycled Paper logo and the GCIU logo must appear on all notepads in the lower center.



Information Hierarchy



1. **Name:** Include all hyphens and accent marks on languages. Avoid nicknames and marital titles.
2. **Professional Initials:** (if needed) AIA, PhD, MA etc., 2 groups maximum, no periods
3. **Title:** 1 Line
4. **Title or Agency:** (if needed) 1 Line
5. **Main Phone Number:** Area code, phone number
6. **Fax Number:** Fax, area code, phone number
7. **E-mail Address:** Standard county e-mail designations for individuals or organizations.
8. **Additional Information:** The standard King County notepad contains 5 lines maximum at the top. To accommodate additional information, a maximum of 5 lines may be used at the bottom.
9. **Recycled Paper and GCIU Union Logo:** appears on all notepads

Note: ►

- Avoid abbreviations, spell out all words
- In certain instances, more abbreviated formats may be necessary with the simplest format containing three lines: a name, a title and an agency. See examples (a) and (b) on the following page.

The standard King County notepad contains 5 lines maximum. In certain instances more abbreviated formats may be necessary with the simplest format containing three lines: a

name: a title and an agency. See next page for notepads needing additional information.

Exempted Logos with Notepads



Exempted Logos

Metro Transit Division, King County International Airport/ Boeing Field and Public Health – Seattle & King County all use officially exempted logos to replace the King County logo. However, the parameters for the information below the logo remain the same as those used on all standard county notepads.

Public Health – Seattle & King County notepads use a different layout and type font. Please refer to this agency's respective guidelines section for more information. Additional agency logos, program logos, slogans or text identities are not permitted on notepads.

Additional Formats

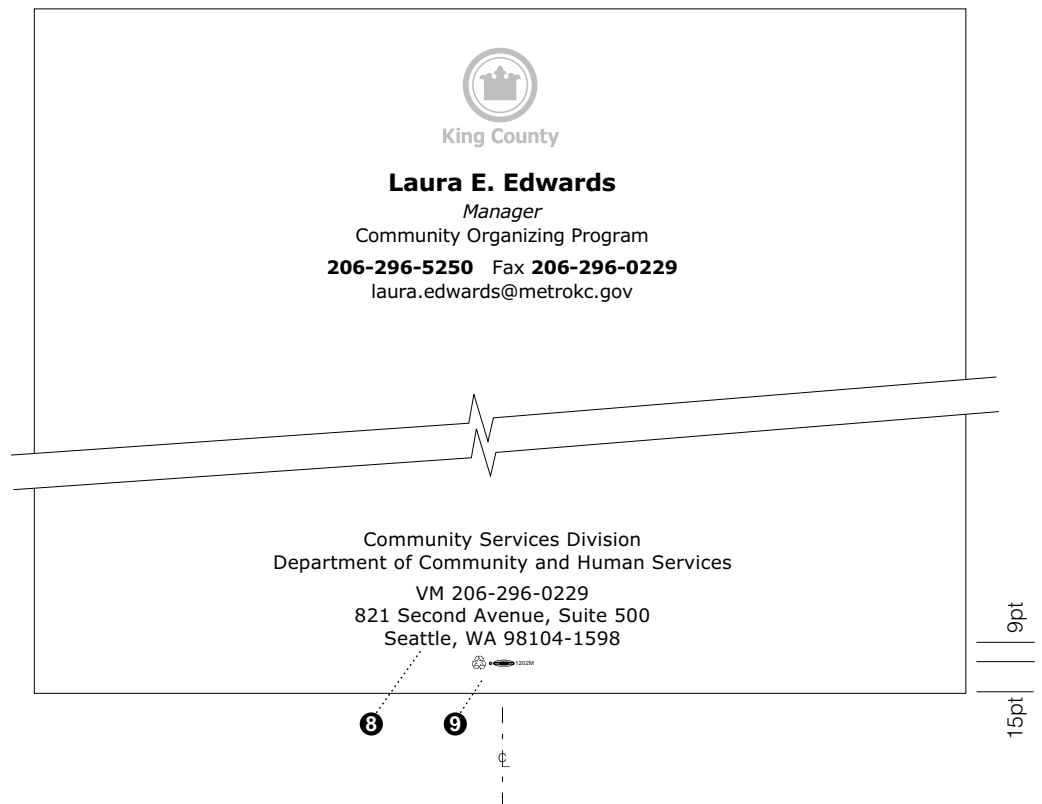
(a) Abbreviated Format



(b) Abbreviated Format



(c) Expanded Format

**Guidelines**

The standard King County notepad contains 5 lines maximum. In certain instances additional information may be required. Please see expanded format (c).

No provision has been made for additional logos and slogans and it is suggested that additional graphics of any kind be omitted.

Sample Formats



King County

Alexander J. Rist*Economist, Planning and Communications
Solid Waste Division***206-296-0268** Fax **206-205-8038**

King County

Christina R. Jaramillo*Cable Compliance Officer
Office of Cable Communications***206-296-3878**

King County

George Northcroft*Deputy Chief of Staff
for Business Affairs
Office of King County Executive Ron Sims***206-296-4068**

King County

Kathleen Shannon*Department of Natural Resources and Parks***206-296-3710** Fax **206-296-3749**

King County

Jim Devereaux*Project Manager
Waste Reduction and Recycling***206-296-4407** Fax **206-296-4475**
jim.devereaux@metrokc.gov

King County

Rodger Winters*Electronic Court Records (ECR) Manager
Department of Judicial Administration***206-296-7838**

King County

Paula Adams*Communications Director
Department of Development and Environmental Services***206-296-6682**

King County

Kevin Kearns*Director
Information and Telecommunications Services Division***206-296-0660** Fax **206-296-0842**
kevin.kearns@metrokc.gov

King County

Angela Brink*Legislative Aide to Councilman Kent Pullen
Metropolitan King County Council***206-296-4407** Fax **206-296-4475**
angela.brink@metrokc.gov

Solid Waste Division
Department of Natural Resources and Parks
KSC-NR-0701
201 South Jackson Street, #701
Seattle, WA 98104-3855



King County Courthouse
516 Third Avenue, Suite 1200
Seattle, WA 98104-3272